



Heart Media - Press Release

FOR IMMEDIATE RELEASE

Men's Folio Indonesia Magazine thrives on a vibrant market

SINGAPORE, 06 May 2013 – As one of the leading men's lifestyle magazine based in Singapore, Men's Folio is keenly aware of the fashionable interests of the people in the region. As such, Men's Folio Indonesia is returning with a new look and richer editorial content – in addition to preaching fashion's latest trends, the magazine brings news on arts and culture, technology, automotive, politics, horology, and the influential individuals in these respective fields.

Men's Folio Indonesia appears in bi-monthly editions, targeting an audience of 87% men and 13% women between the ages of 25-40 years old. The magazine can be found at upscale cafes, hotels and bookstores in Jakarta, Bandung, Surabaya, Bali and several other cities in Indonesia.

Advertisers include Bulgari, Burberry, Lacoste, MontBlanc amongst other luxury brands.

The Revival Party

To celebrate its exciting return back onto the scene, Men's Folio Indonesia – together with its new publisher Aptawita Media Group – presented The Revival Party held at Resto & Bar Portico, Senayan City on Wednesday, 17 April 2013.

As one of the media partners of Hollywood production Java Heat, the inaugural Men's Folio Indonesia party saw special appearances by the film's stars Kellan Lutz, Mickey Rourke, Atiqah Hasiholan, and Ario Bayu. The event also held performances by Bayu Risa and DJ Volt, as well as a fashion show by Adamist. Sponsors included Antton & Co, DGLAM, Hush Puppies, Pedro, Portico, Senayan City, Volt, and The Big Organizer.

For more information, please contact:

Ms Katherine Ong-Froggatt

info@heart-media.com

Tel: (+65) 6733 9931

www.heart-media.com

About Heart Media Group

Heart Media is committed to publishing market leading magazines and digital media that connect with the region's affluent and brand-conscious consumers through their chosen lifestyle activities. Heart Media's titles have established solid reputations in their respective sectors with illustrious track records. Each one has built a strong market presence across Singapore, Malaysia and Indonesia.

With a vision to strengthen its regional growth and offices in Singapore, Kuala Lumpur, Jakarta, Hong Kong and Shanghai, Heart Media is regarded as one of Asia's fastest growing media and publishing houses.

Welcome to Heart Media's world of luxury lifestyle magazines.

Visit www.HEART-MEDIA.com for more details.